CONTENTS

1 **New Focus of U.S. Industrial Firms in the Pacific Basin**
Past approaches to this region won't work
Leslie M. Dawson and Jean Larson Pyle

9 **Effective Sales Force Recognition Programs**
How to run a good program
Thomas R. Wotruba, John S. Macfie, and Jerome A. Colletti

17 **Faculty/Practitioner Differences: Skills Needed for Industrial Marketing Entry Positions**
Conflicting views of faculty and practitioners
Michael J. Messina, Alfred L. Guiffrida, and Gregory R. Wood

23 **Consequences of Inventory Stockouts**
The total costs of stockouts
Paul A. Dion, Loretta M. Hasey, Patrick C. Dorin, and Jean Lundin

29 **How Electrical Contractors Choose Distributors**
Power from the customer's view
Geoff Gordon, Roger Calantone, and C. A. diBenedetto

43 **Ten Risks in Marketing High-Technology Products**
A checklist for areas of risk
M. J. Meldrum and A. F. Millman

51 **How Sales Quotas Are Developed**
How sales managers view sales quotas
David J. Good and Robert W. Stone

57 **Countertrade Practices in China**
Forms of countertrade
Aspy P. Palia and Oded Shenkar

67 **The Role of Marketing in Material Requirements Planning Systems**
How marketing links into MRP
Joseph G. Ormsby and Dillard B. Tinsley

73 **What Happens When New Competitors Enter an Industry**
A spiral of mistrust occurs
John L. Haverty and Myroslaw J. Kyj

81 **How Buyers and Operations Personnel Evaluate Service**
How do these two buying influences differ?
M. Bixby Cooper, Cornelia Droge, and Patricia J. Daugherty

87 **Meet Today's Buying Influences With Value Selling**
A value seller must think in terms of the customer's cost
Louis J. De Rose

91 **Competitor Technology Intelligence in German Companies**
Earlier warning systems used by German firms
Klaus Brockhoff

99 **Recruiting and Retaining Committed Salespeople**
Examine personal characteristics
Jeffrey K. Sager

105 **The Industrial Buying Process in Capitalist and Socialist Countries**
How products are purchased in Canada and Hungary
Peter Banting, Jozsef Beracs, and Andrew Gross

115 **Pricing Imitative New Products**
What should entry price include?
Eunsang Yoon

127 **An Approach to Industrial Market Segmentation**
A new model is proposed
Jay L. Laughlin and Charles R. Taylor

137 **New Product Processes at Leading Industrial Firms**
How new products are shepherded through the firm
Robert G. Cooper and Elko J. Kleinschmidt

149 **An Approach to Selling High-Tech Solutions**
What the key issues and solutions are in high-tech selling
Dan T. Dunn, Jr., John H. Friar, and Claude A. Thomas

161 **How to Locate and Communicate with Overseas Customers**
Sources of market information and communication
Alfred C. Holden

169 **Winning a Large Order: A Case Study Using Judgemental Modelling**
Marketing across the decision-making process
A. Geoff Lockett and Peter Naude

177 **Forecasting the Potential for New Industrial Products**
Use the life-cycle to predict market potential
David L. Kendall and Michael T. French

185 **How Reverse Marketing Changes Buyer-Seller Roles**
Reverse marketing has changed industrial marketing
David L. Blenkhorn and Peter M. Banting

193 **How are Blacks Portrayed in Business Ads?**
What jobs are blacks shown in?
Thomas H. Stevenson

201 **Marketing Strategies for Mature Industrial Products**
Extend the product life-cycles
Paul C. N. Michell, Peter Quinn, and Edward Percival

207 **Why U.S. Firms Don't Buy from Latin American Companies**
What Latin American and U.S. firms must do
Massoud M. Saghafi, Fanis Varvoglis, and Tomas Vega

215 **Overcoming Basic Problems Between Manufacturers and Distributors**
Critical management areas to improve the relationship
Roger J. Calantone and Jule B. Gassenheimer

223 **The Interdependency Between Marketing and Manufacturing**
Conflict between marketing and manufacturing
Caron H. St. John and Ernest H. Hall, Jr.

231 **Undergraduate Industrial Marketing: Content and Methods**
What and how to teach industrial marketing
J. David Lichtenthal and Gul Butaney

241 **Distributor Attitudes Toward Manufacturer-Sponsored Promotions**
What are the likes and dislikes
Donald R. Glover

251 **Marketing Strategies of Small Industrial Manufacturers**
How to compete with large firms
J. Donald Weinrauch, O. Karl Mann, Julie M. Pharr, and Patricia A. Robinson

261 **Erratum:**
Faculty/Practitioner Differences: Skills Needed for Industrial Marketing Entry Positions
Michael J. Messina, Alfred L. Guiffrida, and Gregory R. Wood

263 **Key Success Factors in Marketing Mature Products**
Do key success factors change between situations?
Jorge Alberto Sousa De Vasconcellos

279 **Laptop Computers in Industrial Sales**
The uses and impact of portable computers
William C. Moncrief III, Charles W. Lamb, Jr., and Jane Mackay

287 **Generating and Screening New Product Ideas**
Different approaches to the process
Linda Rochford

297 **Meeting Source Selection Criteria: Direct versus Distributor Channels**
Which channel serves customers better?
David Shipley, Colin Egan, and Scott Edgett

305 **Equipment Lease Accounting in Industrial Marketing Strategy**
Most companies lease some of their equipment
William B. Wagner and Patricia K. Hall

311 **Couple the Buying and Selling Teams**
Buying and selling influence counterparts
S. Joe Puri and Pradeep Korgaonkar

319 **Postal Surveys to Small Manufacturers**
A case study
H. Karimabady and P. J. Brunn

327 **Factors Affecting Industrial Mail Response Rates**
A total mail survey package
Adamantios Diamantopoulos, Bodo B. Schlegelmilch, and Lori Webb

341 **Modes of Entering Foreign Markets**
Four steps to consider
Sam C. Okoroafo

347 **The Life Cycle of the PIMS and BCG Models**
How popular are their notions today?
Donald L. McCabe and V. K. Narayanan

353 **How Annual Reports Communicate a Customer Orientation**
Annual reports as a financial or marketing tool?
Vaughan C. Judd and Betty J. Tims

361 **Author Index**